



Peggy Conlon  
President & CEO

May 30, 2008

The Honorable Kevin J. Martin  
Chairman  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

RE: MB DOCKET NO. 04-233  
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

As the FCC considers certain changes to its rules and policies to promote localism, the Ad Council would respectfully urge that the FCC consider broadcasters' extraordinary support of our PSAs which serve a myriad of local issues and needs.

Every year, the Ad Council garners approximately \$1.2 billion in donated media from broadcasters for its PSA campaigns which addresses many of the country's most pressing social issues. While nationally produced, either in partnership with a nonprofit or the federal government, many of the Ad Council's PSAs address issues impacting local communities, including reducing gun violence, drunk driving prevention, foster adoption, promoting responsible fatherhood, disaster preparedness, financial literacy, foreclosure prevention, childhood literacy, amber alerts, high-school drop-out prevention, child abuse intervention and mentoring to name just a few.

Notably, WWFS-FM has been a steadfast supporter of the Ad Council's PSAs demonstrating that they care about their listening audience's issues and needs. Supporting a wide variety of issues facing the New York community, WWFS-FM's commitment to issues such as Obesity Prevention, Wireless Amber Alerts, Blood Donation, Foreclosure Prevention, Emergency Preparedness and Stroke Awareness along with many other issues has provided a significant positive impact on the local community through raising awareness and inspiring action.

We urge the FCC to consider WWFS-FM's support of our PSAs as one way in which they demonstrate their support for local communities and needs.

Sincerely,

A handwritten signature in black ink that reads "Peggy Conlon". The signature is written in a cursive, flowing style.

cc: Don Bouloukos, Regional VP, CBS Radio